



PEORIA ARTS FESTIVAL 2025

SPONSORSHIP OPPORTUNITIES

The Peoria Arts & Cultural Festival celebrates the thriving art and cultural experiences in our schools and community.

SATURDAY, MARCH 1, 2025 | 9 A.M. - 3 P.M.

PEORIA CITY HALL CAMPUS

8401 W. Monroe Street, Peoria, AZ 85345

This event will highlight the thriving art and cultural experiences students receive in the Peoria Unified School District from our talented arts educators. Join us for this free, family-friendly event at Centennial Plaza Park in downtown Peoria where we will welcome more than 15,000 community members from across the West Valley.

- ▶ More than 3,500 visual art displays from Peoria Unified students
- ▶ Hands-on activities and art projects for kids
- ▶ An array of food trucks with food available for purchase
- ▶ More than 80 live performances on 6 stages
- ▶ Visual and performing arts experiences
- ▶ Vendors and crafters offering handmade items for sale

Your sponsorship funds scholarships for students and grants for Peoria Unified arts educators.





Your sponsorship benefits the Peoria Education Foundation

THE FOUNDATION

The mission of the Peoria Education Foundation is to enrich and support excellence in public education within the Peoria Unified School District. Since 1987, the Peoria Education Foundation, an IRS designated 501(c)(3) non-profit organization, has awarded grants to teachers to enhance the educational experience of students and scholarships to graduating students.



TEACHER GRANTS

Annual grants fund innovative projects that demonstrate the potential to significantly improve student achievement. A committee of community leaders evaluate and select the winning grants with a priority going to innovative projects that can be replicated in other classrooms. Funding from the Peoria Arts and Cultural Festival supports arts education opportunities that would not otherwise be available for students.

STUDENT SCHOLARSHIPS

The Peoria Education Foundation provides scholarship opportunities to Peoria Unified high school seniors.

EMERGENCY NEEDS FUND

Principals who receive prior authorization can purchase an item for a student in need. Principals first need to “elect” to participate in the program as the initial cost would come from them personally, and then the Foundation can reimburse them, up to \$500 each school year. That could be for one student, or it could be used to meet multiple smaller needs throughout the school year (glasses, shoes, etc.)





MEDICI SPONSOR

\$10,000

Prominent logo positioning at event included on the following:

- Large banner placed outside City Hall on the day of the event with "Presented by _____"
- Event flyer distributed electronically to all 35,000 families
- City of Peoria website event page
- Peoria Unified website event page
- Peoria Explore brochure on event flyer
- Volunteer t-shirt
- Foundation website home page and event page

- City of Peoria Arts and Events Instagram
- City of Peoria NextDoor
- Peoria Unified NextDoor

Inclusion in the following:

- Peoria Unified news releases
- City of Peoria email blast to all employees
- Peoria Unified email blast to employees, parents and students (multiple)

Additional Benefits:

- 4 A-frame signs displayed throughout event footprint (company provides)
- Premier display space at the event (table and chairs provided, company to supply tent)
- Ability to conduct on-site promotions
- Recognition in Foundation grant recipient email notification
- Interview opportunity for a company representative to be shared on social media

Company named tagged as event sponsor on the following social media accounts with a collective reach of more than 100,000 followers:

- @PeoriaUnified11 Instagram
- @PeoriaUnified11 TikTok
- @PeoriaArtsEd Instagram
- CityofPeoriaAZ Facebook page
- PeoriaAzArts Facebook page
- Peoria Unified Facebook page
- Foundation Facebook page
- City of Peoria Instagram

LEONARDO DA VINCI SPONSOR

\$7,500

Prominent logo positioning at event included on the following:

- Event flyer distributed electronically to all 35,000 families
- City of Peoria website event page
- Peoria Unified website event page
- Peoria Explore brochure on event flyer
- Volunteer t-shirt
- Foundation website home page and event page

Inclusion in the following:

- Peoria Unified news releases
- City of Peoria email blast to all employees
- Peoria Unified email blast to employees, parents and students

Additional Benefits:

- 2 - A-frame signs displayed throughout event footprint (company provides)
- Premier display space at the event (table and chairs provided, company to supply tent)
- Ability to conduct on-site promotions
- Recognition in Foundation grant recipient email notification

Company named tagged as event sponsor on the following social media accounts with a collective reach of more than 100,000 followers:

- @PeoriaUnified11 Instagram
- @PeoriaUnified11 TikTok
- @PeoriaArtsEd Instagram
- Peoria Unified NextDoor
- CityofPeoriaAZ Facebook page
- PeoriaAzArts Facebook page
- Peoria Unified Facebook page
- Foundation Facebook page
- City of Peoria Instagram
- City of Peoria Arts and Events Instagram
- City of Peoria NextDoor

VINCENT VAN GOGH SPONSOR

\$5,000

Prominent logo positioning at event included on the following:

- Event flyer distributed electronically to all 35,000 families
- City of Peoria website event page
- Peoria Unified website event page
- Peoria Explore brochure on event flyer
- Volunteer t-shirt
- Foundation website

Company named tagged as event sponsor on the following social media accounts with a collective reach of more than 100,000 followers:

- @PeoriaUnified11 Instagram
- @PeoriaUnified11 TikTok
- @PeoriaArtsEd Instagram
- CityofPeoriaAZ Facebook page
- PeoriaAzArts Facebook page
- Peoria Unified Facebook page

- Peoria Unified NextDoor
- Foundation Facebook page
- City of Peoria Instagram
- Peoria Arts and Events Instagram
- City of Peoria NextDoor

Inclusion in the following:

- Peoria Unified news releases
- City of Peoria email blast to all employees
- Peoria Unified email blast to employees, parents and students

Additional Benefits:

- 1 – A-frame sign displayed throughout event footprint (company provides)
- Premier display space at the event (table and chairs provided, company to supply tent)
- Ability to conduct on-site promotions
- Recognition in Foundation grant recipient email notification

MICHELANGELO SPONSOR

\$2,500

Logo inclusion on the following:

- Event flyer distributed electronically to all 35,000 families
- City of Peoria website event page
- Peoria Unified website event page
- Peoria Explore brochure on event flyer
- Foundation website

Company named tagged as event sponsor on the following social media accounts with a collective reach of more than 100,000 followers:

- @PeoriaUnified11 Instagram
- @PeoriaUnified11 TikTok
- @PeoriaArtsEd Instagram
- CityofPeoriaAZ Facebook page
- PeoriaAzArts Facebook page
- Peoria Unified Facebook page

- Peoria Unified NextDoor
- Foundation Facebook page
- City of Peoria Instagram
- Peoria Arts and Events Instagram
- City of Peoria NextDoor

Inclusion in the following:

- Peoria Unified news releases
- City of Peoria email blast to all employees
- Peoria Unified email blast to employees, parents and students

Additional Benefits:

- Premier display space at the event (table and chairs provided, company to supply tent)
- Ability to conduct on-site promotions
- Recognition in Foundation grant recipient email notification

PABLO PICASSO SPONSOR

\$1,000

This is the perfect spot for kids and adults to express themselves artistically through make-it and take-it crafts, visual and performing arts and engagement activities. Families can test their creative skills at a wide variety of art stations and bring their works of art home to put on display.

Prominent logo positioning at event included on the following:

- Event flyer distributed electronically to all 35,000 families
- City of Peoria website event page
- Peoria Unified website event page
- Peoria Explore brochure on event flyer
- Foundation website

Company named tagged as event sponsor on the following social media accounts with a collective reach of more than 100,000 followers:

- @PeoriaUnified11 Instagram
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- @PeoriaArtsEd Instagram
- CityofPeoriaAZ Facebook page
- PeoriaAzArts Facebook page
- Peoria Unified Facebook page
- Foundation Facebook page

- City of Peoria Instagram
- Peoria Unified NextDoor
- Peoria Arts and Events Instagram
- City of Peoria NextDoor

Inclusion in the following:

- Peoria Unified news releases
- Peoria Unified email blast to employees, parents and students

Additional Benefits:

- Premier display space at the event (table and chairs provided, company to supply tent)
- Ability to conduct on-site promotions
- Recognition in Foundation grant recipient email notification

TABLE SPONSOR

\$500

Promote your local business by signing up for a 10 x 10-foot space in a premier location at the event (tent, table and chairs are not included). Table sponsors can expect to see foot traffic from approximately 14,000 community members attending the event and are invited to distribute promotional materials, but cannot sell products or services on site.

Table sponsors receive the following:

- A premier 10 x 10 foot space
- Ability to conduct on-site promotions
- Ability to hand out information about company/organization

The display space locations will be labeled accordingly on the event for all table vendors.

On-site sales are prohibited as the Peoria Arts & Cultural Festival is a fundraiser for the Peoria Education Foundation. Table vendors should anticipate between 12,000 - 16,000 people in attendance.

Table vendors may be featured on the Peoria Unified School District, City of Peoria and/or Peoria Education Foundation social media accounts and/or website.

Note:

- Space does not include tent, table or chairs
- Space does not include supplies of any kind
- NO onsite sales are permitted
- Vendors are expected to have their display space up and running from 8 a.m. to 3 p.m. (entire event time)
- Vendors that break down their display early may not be approved to return for a future event.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Don't see a sponsorship opportunity that would benefit your business or organization?

We truly appreciate your support, so if you would like to combine sponsorship benefits or need a more customized sponsorship package, we can customize a proposal to support your needs.

Contact the Peoria Education Foundation to discuss sponsorship options at peoriaedfoundation@gmail.com or call 623-486-6100.



2025 SPONSOR FORM

Support the Peoria Education Foundation while also benefiting your business/organization. Fill out this form to sponsor the Peoria Arts & Cultural Festival on Saturday, March 1, 2025.

Deadline: Friday, Feb. 28, 2025



SPONSORSHIP TYPE

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> Medici Sponsor, \$10,000 | <input type="checkbox"/> Leonardo da Vinci, \$7,500 | <input type="checkbox"/> Michelangelo, \$2,500 | <input type="checkbox"/> Table Sponsor, \$500 |
| <input type="checkbox"/> Vincent Van Gogh, \$5,000 | <input type="checkbox"/> Pablo Picasso, \$1,000 | <input type="checkbox"/> Other: \$_____ | |

SPONSOR INFORMATION

| | | | | | |
|----------------|-------|-----------------------|------|--------------------------------|----------|
| CONTACT NAME | | BUSINESS/ORGANIZATION | | PEORIA TAX ID # | |
| STREET ADDRESS | | | CITY | STATE | ZIP CODE |
| PHONE | EMAIL | | | TWITTER HANDLE (IF APPLICABLE) | |

PAYMENT INFORMATION

PAYMENT MUST BE RECEIVED BY FRIDAY, FEBRUARY 28, 2025

Method of Payment: ☐ Credit Card (fill out below) ☐ Check (fill out below) ☐ Invoice us at the address above

| | | | | |
|--|-----------------|---|-----|-------------------|
| CARD TYPE <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa | CARD # | EXP DATE | CVV | ZIP CODE FOR CARD |
| NAME (AS IT APPEARS ON THE CARD) | | SIGNATURE | | |
| CHECK NUMBER | AMOUNT OF CHECK | Make checks payable to Peoria Education Foundation. \$35 fee for returned checks. | | |

PLEASE READ CAREFULLY

- INSURANCE:** Novelty (non-handcrafted) Vendors must carry liability insurance of at least \$1,000,000 general and \$2,000,000 aggregate and issue a CERTIFICATE OF INSURANCE naming the City of Peoria and Peoria Education Foundation as additionally insured.
- ENFORCEMENT AND PERMITS:** Decisions made by the Peoria Education Foundation are final. Vendor will comply with all laws and regulations. Vendor is responsible for obtaining necessary permits and licenses to operate and/or sell at this event(s). All permits, licenses and forms must be on display at the vendor's booth space.
- LIABILITY:** Vendor covenants that it will protect, hold harmless & indemnify the Event, the City of Peoria, the Peoria Education foundation, and the Peoria Unified School District.
- REFUNDS:** There will be no refunds issued.
- COMPLETED APPLICATIONS:** A complete application and all fees including rentals must be received two weeks prior to the event date. Applications received after the deadline will be subjected to a \$10 dollar late fee and accepted based on availability. Applications are considered complete when all permits, payments, and necessary documents are received by Peoria Education Foundation and/or City of Peoria (8401 West Monroe Street, Peoria, AZ 85345). Vendors may not set up until the above conditions are met. If you are not accepted as a vendor, your application will not be processed and payment will be returned to you.
- Placement of your display source is not guaranteed as it is at the discretion of the festival staff.
- ITEMS PROHIBITED FOR SALE:** Drugs or drug paraphernalia, alcohol or alcohol related products, obscene literature/merchandise, explosives, laser lights or related products, stickers of any kind, gum, silly string or the like, weaponry of any kind, or any merchandise deemed objectionable by the Peoria Education Foundation.

RELEASE

I have read and agree to the terms and conditions stated within this application. I understand that I am only to display my own product(s) and it is to stay within the confines of my own booth space unless other arrangements have been made with the event coordinator. This application does not guarantee acceptance into this event. By my signing of this application, I am agreeing to abide by all guidelines set forth by City of Peoria, both written and oral and understand that failure to do so may result in my ejection from this event(s) and that all decisions are final.

Signature _____

Date _____

Return completed form to:
Peoria Arts & Cultural Festival Coordinator, peoriaedfoundation@gmail.com,
or via mail at Peoria Education Foundation, PO Box 5544, Peoria AZ 85385

For more information, call 623-486-6100 or email peoriaedfoundation@gmail.com

